

Mr. V. G. Sherren (cont.)

you have already received one some time ago
daily and is available in Rome.

With respect to the other information
which is available will be at your disposal
it here.

With respect to a press conference, I
with my professional activity and I so told
when I am in England privately, I do not mind
trade or some individual personalities but
it is out of the question for me.

Cushman and Wakefield have contacted
firms in the last few days and they inform
me that no results are pending as a result thereof.

I shall advise you when I next propose
with best wishes to Captain Kyburt and

Sinc

February 5th, 1960

Mr. V. G. Sherren,
Industrial and Trade Fairs Limited,
Drury House, Russell Street,
London, W.C.2, England.

Dear Mr. Sherren:

I am very glad indeed to have before me your letter of January
27th, 1960. It is good to see that you described to me the situation
as it is for, believe me, I am very disturbed over the lack of
results in Great Britain.

The reasons which you have enumerated for the reluctance of
British industry to come to the World Trade Centre-Piccadilly, Rome
are not quite convincing and I am certain that if you will approach
British firms now and give them the now facts of the situation,
you are bound to be successful.

The American-Canadian interest in the World Trade Centre in
Rome is well-established. I send you enclosed the latest copy of
FOREIGN COMMERCE WEEKLY, February 1, 1960, which contains, on page
25 and 31, an official article written by the U.S. Department of
Commerce, after due investigation and consideration of all facts,
which contains inter alia a very clear statement that the Department
of Commerce and its 33 field offices will henceforth act as a source
of information and posts of distribution on our literature and
regulations governing participation in Rome. You will be interested
to know that this is an unprecedented step taken by the U.S. Government
in support of an international undertaking of this kind.

In the light of the above, I think it is not beyond your
personal ability, and if need be, with the aid of your Board of
Directors and associates, to prevail upon the British Board of Trade
in the best protection of British commercial interests to issue a
less clear a commendation to industrialists as the U.S. Department
of Commerce has done. Rome is certainly the focal point of the
Common Market and British industry is surely interested not to leave
the field entirely to the American and the Japanese. I can assure
you that the Germans have decided to come into the World Trade Centre
in full force.**

I cannot give you, from Montreal, a list of the exhibitors.

MBDC
ML.

Trade Fairs Limited,
Wall Street,
England.

February 5th, 1950

W.V.O. Sherron (cont.)

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February 5, 1950

You have already received one some time ago and the list is growing daily and is available in Rome.

With respect to the other information you require, some of it which is available will be at your disposal in Rome as I do not have it here.

With respect to a press conference, I find this incompatible with my professional activity and I so told Capt. Wybord in Rome, when I am in England privately, I do not mind seeing the Board of Trade or some individual personalities but a public press conference is out of the question for me.

Cardwell and Wakefield have contacted 1500 of the leading American firms in the last few days and they inform me that very active negotiations are pending as a result thereof.

I shall advise you when I next propose to be in London.

With best wishes to Captain Wybord and yourself, I remain,

Sincerely yours,

100-100
M.R.